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PFLUGERVILLE COMMUNITY DEVELOPMENT CORPORATION FULLY STAFFED WITH THE ADDITION OF MATTHEW LARA

Second veteran joins PCDC staff as marketing communications manager.

PFLUGERVILLE, Texas (June 27, 2018) — At the Pflugerville Community Development Corporation (PCDC) June Board of Directors meeting, PCDC Executive Director Amy Madison proudly announced that the organization is now fully staffed at a total of five employees with the recent addition of Matthew Lara as the organization's new marketing communications manager.

Lara, a U.S. Air Force Veteran and native Texan, has a background in integrated communications, multimedia development and community engagement. In his new role, he will direct the PCDC's communications and marketing strategies.

Prior to the PCDC, Lara worked with the Round Rock Police Department where he oversaw logistical policy development, as well as resource and budget management. Additionally, he served as a campaign manager for a Texas Court of Criminal Appeals judicial race where he oversaw outreach strategies and social media development for the candidate. During Texas' 85th Legislature, he managed policy analysis for a state representative as well as the Human Services Committee.

"Matt's prior experience and military skill set translates well, and he is a great fit for the organization," Madison said. "We are pleased to be able to offer him the opportunity to transition the skills he learned and developed to enhance our program on day one."

In May, the PCDC hired the organization's first veteran, former U.S. Marine Sergeant Jerry Briones, as director of business recruitment.

A graduate of Southwestern University and former director of marketing and subsequently president of Southwestern University's Veterans Association, Lara will complete his master's in communication from Johns Hopkins University with an emphasis on political and digital communications.

About the Pflugerville Community Development Corporation

Pflugerville, Texas, ranks 12th on MONEY Magazine's list of Best Places to Live in America in 2016, and is the 11th fastest growing city in the U.S. With a population of more than

60,000, Pflugerville is located just minutes north of downtown Austin in the desirable Central Texas region. State highways 45 and 130 and Interstate Highway 35 offer direct access to other nearby cities and a quick route to nearby airports. Hometown pride and quality of life are top priority, with residents enjoying the beautiful Lake Pflugerville, an elaborate trail system, shopping areas, new restaurants, and the community's many parades and festivals.

PCDC is responsible for attracting, retaining and expanding businesses to create new jobs and increase tax revenue to support community development. PCDC can provide funding for use as an incentive to companies locate and grow in Pflugerville. PCDC funds, which are 4B money generated from a half-cent of the city's sales tax revenue, can also be used to construct needed infrastructure such as roads, utilities and drainage projects. For more information, visit www.pfdevelopment.com.

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